



PRESS RELEASE

Paris, July 7th 2012

**Short-term loans :
La Banque Postale has decided to respond
to increasing demand from local authorities**

Since June 20th, La Banque Postale has been processing the first financing requests from local authorities, as it had undertaken to do. Local authorities throughout France have already expressed financing requirements of around €2 billion. La Banque Postale will be able to increase the amount that was initially set aside to €4 billion, in order to meet the growing demand for short-term loans.

La Banque Postale has been in a position to meet local authorities' short-term financing requirements since June 20th. In fact, it is offering these authorities a short-term loan offer, which consists of a drawdown overdraft facility (for a maximum period of 364 days).

An initial budget of €2 billion had been set aside for the launch of this new local financing business. La Banque Postale has decided to increase this amount, in order to respond to the demand for short-term financing that has recently been expressed.

La Banque Postale' short-term loan offer will be marketed remotely, via the La Banque Postale portal at www.labanquepostale.fr/collectivites.html, where local authorities will be able to make direct contact with the Bank's experts by filling in an online financing request. These local financing experts can also be contacted by telephone on 09 69 36 88 00¹ between 9.00 am and 5.00 pm from Monday to Friday, or by mail². This offer is simple to use, as well as transparent, and enables local authorities to manage their requirements in a flexible way, and at a fair rate.

During 2013, La Banque Postale's financing range, which is currently intended only for local authorities, will be gradually offered to all local public sector players (healthcare institutions, research centres, and universities, etc.), once La Banque Postale has the risk analysis tools required to offer these players financing solutions that are appropriate for their requirements.

* *

*

La Banque Postale (www.labanquepostale.fr)

La Banque Postale, the banking subsidiary of the La Poste group, is a unique and special bank operating in the French retail banking market. As an institution that is faithful to its core values: acting in the general interest, confidentiality and closeness to its customers, La Banque Postale puts welcoming all its customers at the heart of its business. It supports its retail and corporate customers by providing a sustainable banking relationship, with an accessible and reasonably-priced range of products and services. It is continually adding to its product range, specifically through relying on the expertise of its subsidiaries and partners, thus entering new areas. La Banque Postale is accessible 24/7, anywhere, any time.

¹ Non-premium number.

² La Banque Postale – CP S104 – 115 rue de Sévres, 75 275 Paris Cedex 06.

La Banque Postale means :

- NBI of €5.231 billion
- 11.5 million Post Office current accounts
- 10.38 million active customers
- 450,000 customers who are Companies, Local Authorities, and Associations
- 6,300 cash and electronic payment machines in France
- €290 billion in outstanding customer deposits
- Over 6.95 million bank cards i.e. 11.5 % of the market
- 17,000 contact points

(Data as a the end of 2011)

* *
*